

## *Recent Poll*

*American business professionals are uninspired.*

*According to a recent Maritz Research poll, only 10% of employees look forward to going to work, and most point to a lack of leadership as the reason why. But it doesn't have to be that way.*

*All business leaders have the power to inspire, motivate, and positively influence the people in their professional lives.*

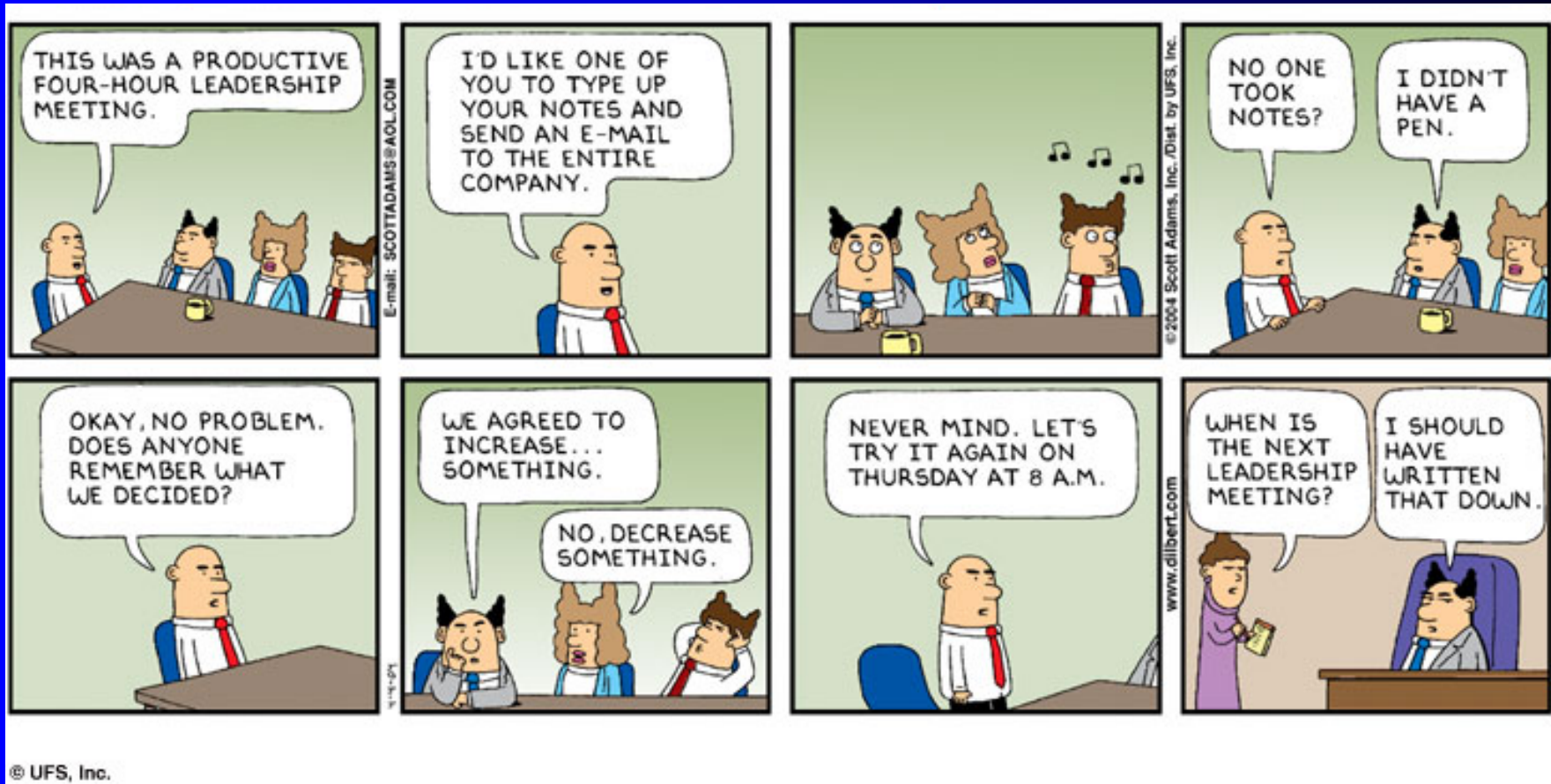
*By Carmine Gallo*

# Safety Moment

## - A Leadership Safety Moment

- Be a Leader in your Family by Developing a Fire Escape Plan
- The State of Home Safety in America™ report found that only 54 percent of families with children have discussed what to do in case of a home fire.
- Have smoke alarms on every level of your home. Make sure a smoke alarm is inside or near every bedroom. Test each smoke alarm every month.
- Make a fire escape plan for your family. Sketch out a floor plan of your home, including all rooms, windows, interior and exterior doors, stairways, fire escapes and smoke alarms. Make sure that every family member familiar with the layout.
- Make sure windows and doorways open easily. Make sure stair and doorways are never blocked. Look for things that could slow down your escape. Move or fix them.
- Find two ways out of every room – the door and maybe the window. You might need an escape ladder to get out of upstairs bedroom windows. If so, they should be part of your fire drill, deployed safely from a ground-floor window for practice.
- Have a place to meet in front of your home. Use a portable phone or a neighbor's phone to call 911. Once you get out, stay out. Do not go back inside for any reason.
- Make copies of the escape plan sketches and post them in each room until everyone becomes familiar with them.
- Practice makes perfect. hold a drill when family members are sleeping so you can test each family member's ability to waken and respond to the smoke alarm.

*“The successful person makes a habit of doing what the failing person doesn't like to do.”* Thomas Edison

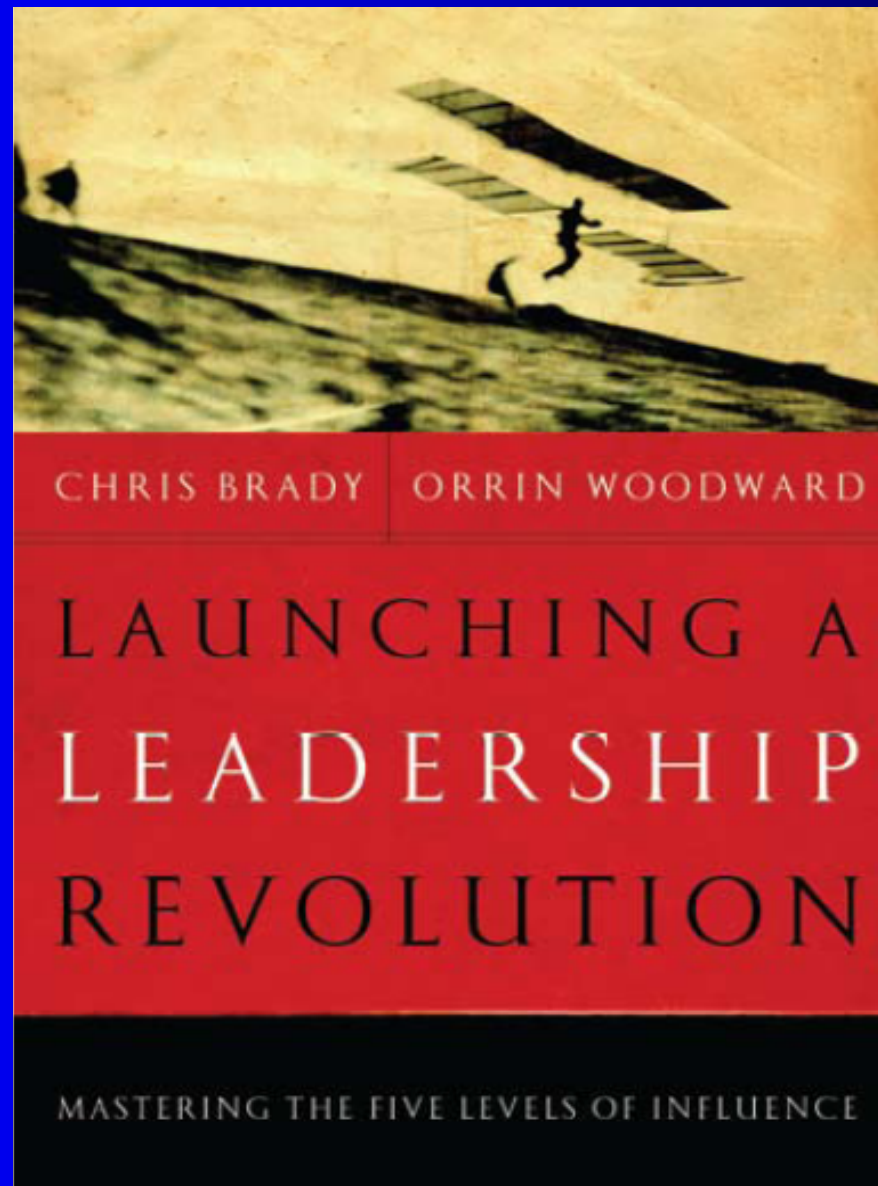


The famous inventor Thomas Edison was probably the most experienced note-taker ever.

# Why Leadership Development?

- Leadership training will unlock potential
- Taking responsibility for your own leadership
- Start a revolution – a leadership revolution
- All revolutions start with a small rebellion
- Every rebellion starts with a leader

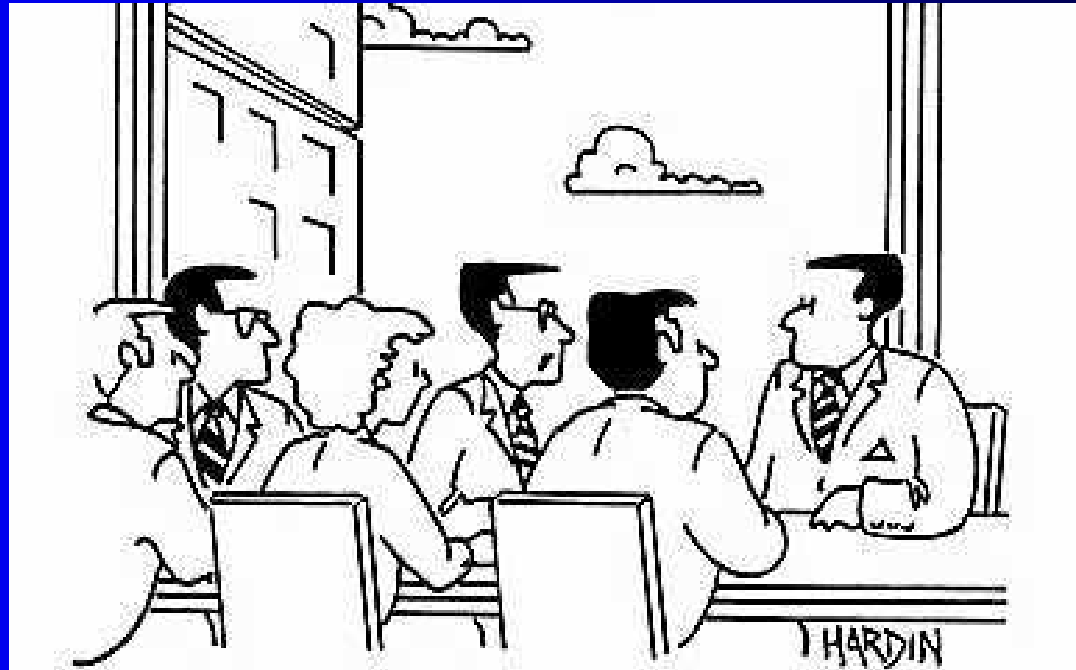
Congratulations on choosing to be a Leader!



# Today's Leadership Agenda

- What a leader is
- What a leader brings
- What a leader does
- How a leader grows personally
- How a leader grows in influence – 5 levels
  - Learning
  - Performing
  - Leading
  - Developing leaders
  - Developing leaders who develop leaders
- Summary

# Leadership Spotlight



"Individually we could do nothing. So we formed a committee which determined nothing could be done."



# A Question of Leadership

- |                                    |                 |
|------------------------------------|-----------------|
| ● Identify problems                | Easy            |
| ● Coming up with good ideas        | Easy            |
| ● Suggest changes and modification | Easy            |
| ● Implementation                   | Leader required |
| ● Achieve results                  | Leader required |

Band of Brothers example



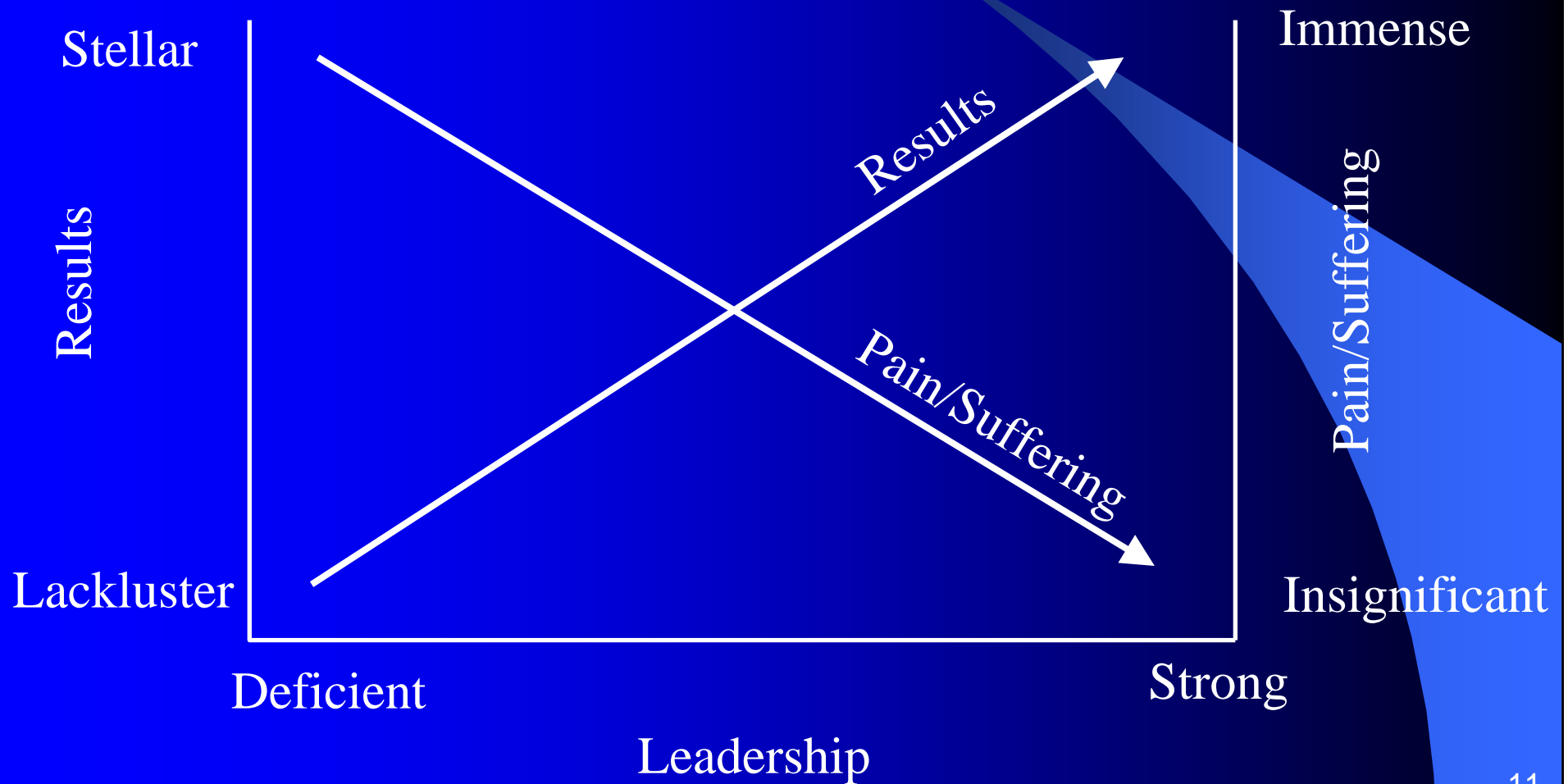
# What Is Your Definition of a Leader?

# What Is a Leader?

*“Leadership is the influence of others in a productive, vision-driven direction and is done through the example, conviction and character of the leader.”*

~Launching a Leadership Revolution

# Leadership Effect



# Art & Science

- Leadership is an art form
  - Anyone with the right ‘talent’
  - Thought process
  - Mindset
  - Certain mentalities
- Leadership is a science
  - Entirely learnable
  - Specific action = specific result

Leadership is a blend between **art** and **science**



# Winston Churchill

## - Historical Example of What a Leader Is

- “We shall never surrender”
- All consuming cause
- He knew he was destined for this moment
- Unswerving faith in a victorious outcome
- An enduring legacy
- Providing a mental picture of a preferred future, mobilizing others toward a common goal, and influencing them in a productive, vision-driven direction.

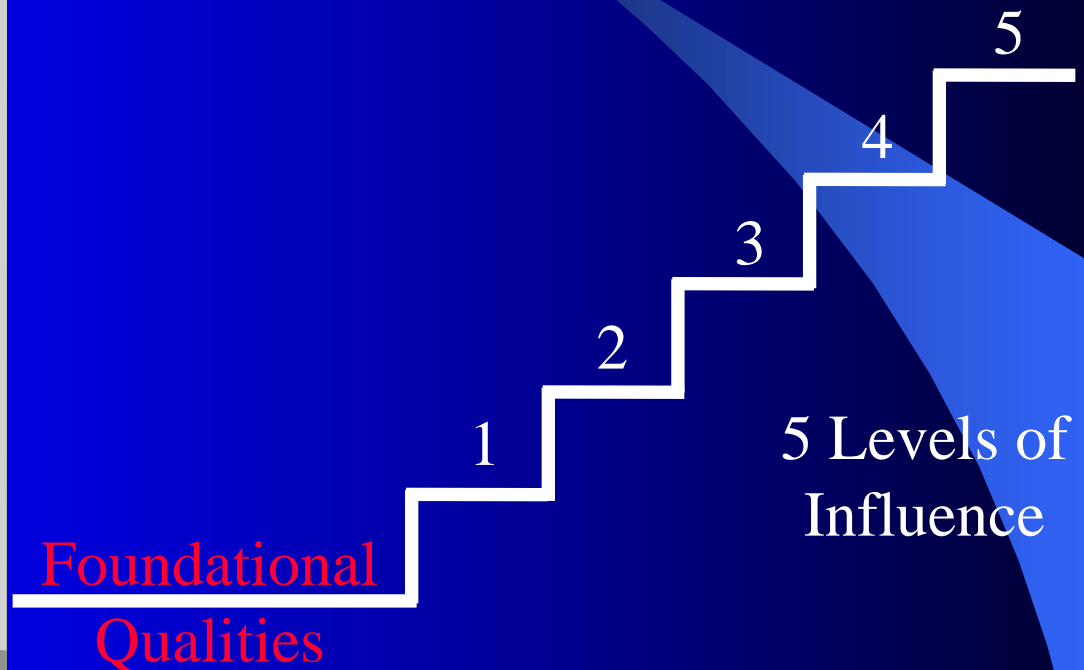
# Keep up with your reading...



The average American reads 1 book (usually fiction) a year,  
The average Leader reads 1 book (usually nonfiction) a month.

# Foundational Qualities

- Prerequisite to Five Levels of Influence



Prior to becoming a successful leader,  
one must have foundational qualities



# Foundational Qualities - Leadership Raw Materials

- Hungry
- Hone-able
- Honorable

*“Every man should be embarrassed to die until he accomplishes something great in this world.”*

~Douglas MacArthur

# Hunger – What is your Motivation?

- Material Success
- Recognition and respect
- Purpose, destiny, legacy
- Rewards
- Significance
- Obedience and sacrifice to a God-given vision

Every action one takes is either one step closer or one step further from his or her destiny.

Many begin the journey.

Very few finish.

It's the **Hungry** who make it!

# Foundational Quality #2 – Hone-able

- “To sharpen or smooth...”
- “To make more accurate, intense, or effective...”
- To know that you don’t know
- To know that you won’t know if you don’t grow

For a leader, there is no completion to education.

# Foundational Quality #3 – Honorable

- Integrity
- Character

Honor encompasses the virtues of integrity and character, self-denial, loyalty, and a servant's humility to those in authority above, as well as a just and merciful heart to those below.

- Timeless – not old-fashioned
- Necessary for a leader
- Bottom-line comes to CHOICES



*“Honor is the force that holds hunger in check.”*

~Brady and Woodward

*“To become a leader worth following you must give time and attention to the inner man.”*

~Andy Stanley

*“Nearly all men can handle adversity, but if you really want to test a man’s character – give him power.”*

~Abraham Lincoln

*“If reputation is what others think of you, then character is what God knows about you.”*

~Brady and Woodward

*“In the Leadership arena, character counts. I am not saying this casually.”*

~Warren Bennis

*“Honor is the component that makes hunger productive for the leader’s fellow man.”*

~Brady and Woodward



# William Wilberforce

- “Standing Against Evil”

- Historical example of Hungry, Hone-able, and Honorable
- Personal Diary entry; “God Almighty has set before me two great objects, the suppression of the slave trade and the reformation of morals.”
- 47 years, persistence, to see his vision come to fruition
- Teachable and eager to learn whatever would serve him in his calling
- Movie – Amazing Grace

AMAZING GRACE  
THE WILLIAM WILBERFORCE STORY

Launching A Leadership Revolution

[WWW.AMAZINGGRACEMOVIE.COM](http://WWW.AMAZINGGRACEMOVIE.COM)

OPENING IN THEATERS 02.23.2007

# What a Leader Does

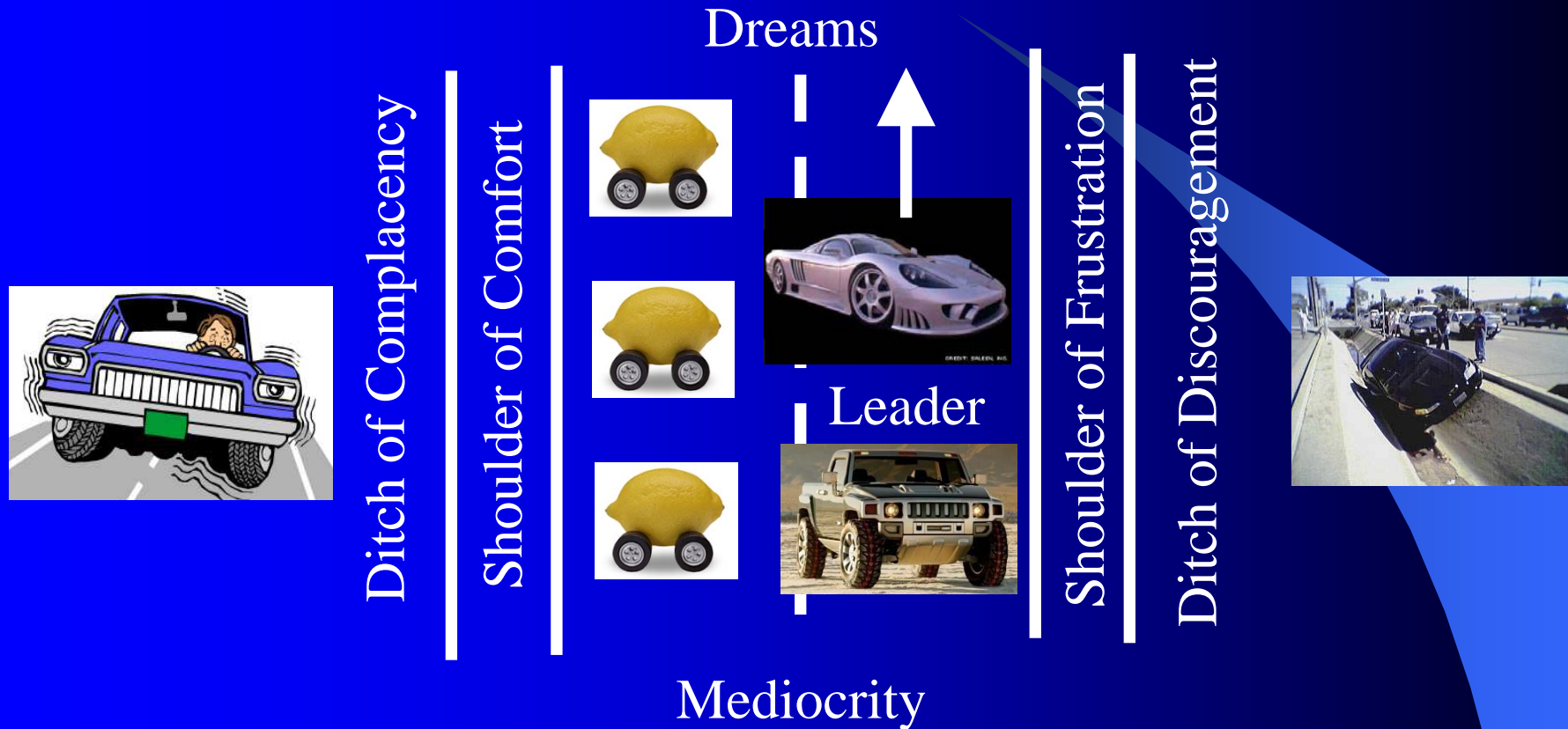


**“I’m not paid to READ, I’m paid to LEAD.”**

*President Schwarzenegger  
in The Simpson's Movie*

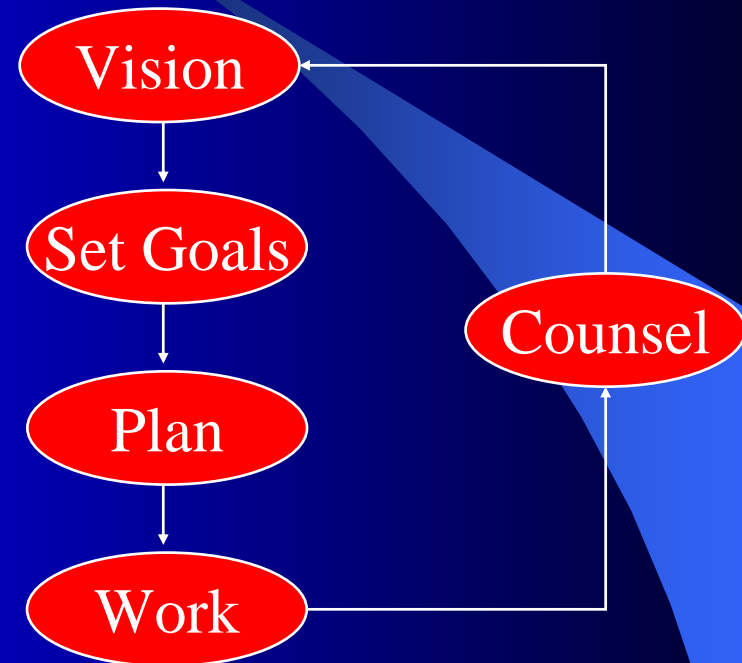


# Leadership Is a Journey



# Cycle of Achievement

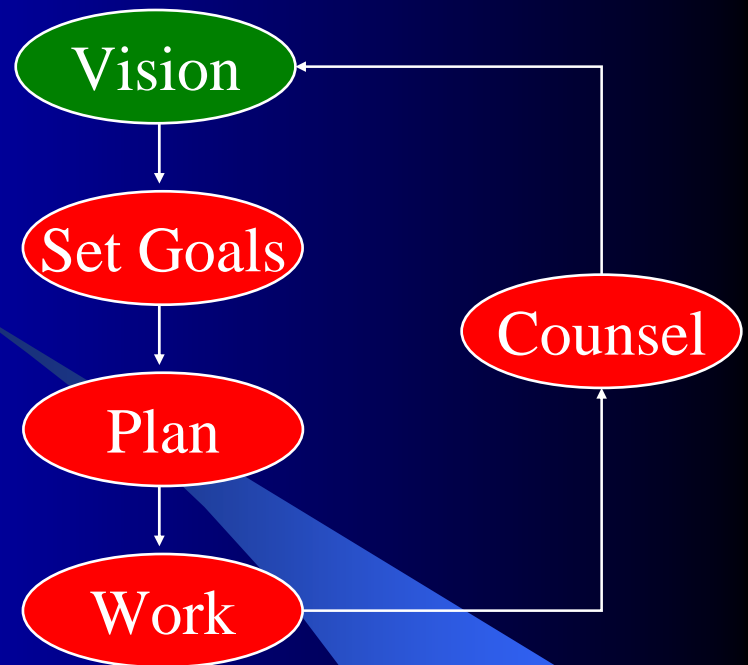
- Vision
- Goal setting
- Game planning
- Working
- Seeking counsel



Directions: Repeat this cycle as often as needed for an increase in ability, understanding, experience, discernment, and wisdom.

# Vision

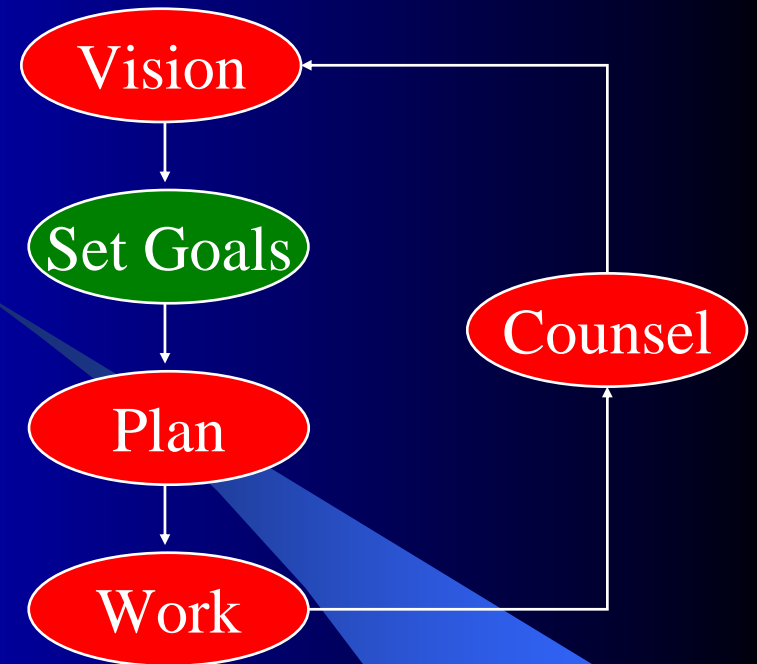
- Tomorrow's reality expressed as an idea today
- First step of influence
- Leaders must consistently share the vision with the people they influence
  - Sustains high energy
  - Inspires Long term commitment
  - Encourages enthusiastic participation
- Visualization is a technique



*“Where there is no vision, the people perish.”* Proverbs 29:18

# Goal Setting

- A goal is a vision being acted upon
- A target to direct your hunger, ambition, and energies
- Without goals, all efforts are just wandering generalities

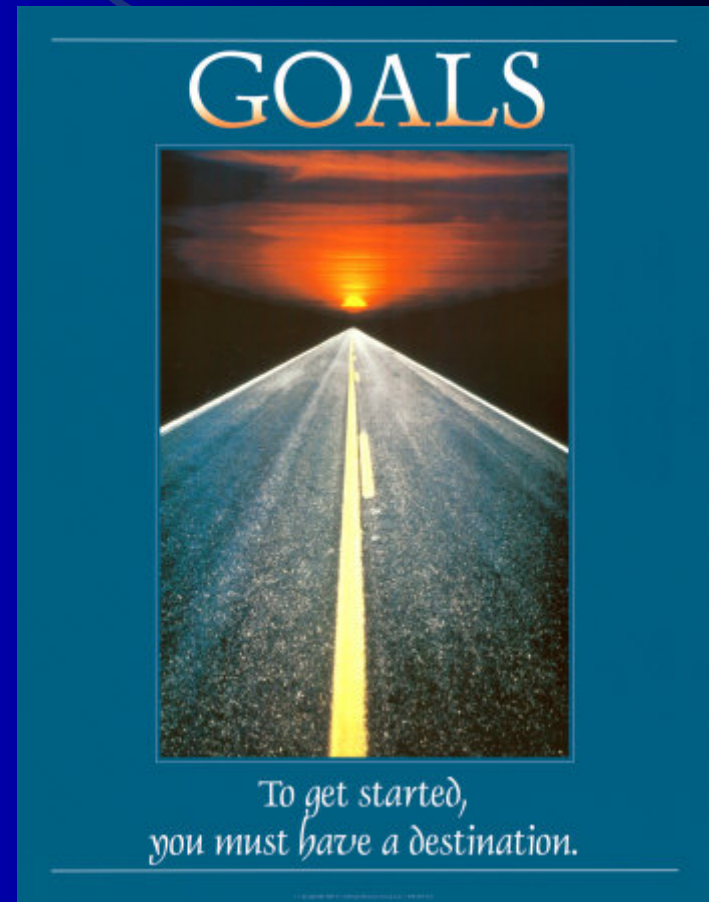


*“A goal is an enemy to be conquered with a battle strategy and commitment of a warrior.”*

Tang Wei Martial Arts Institute

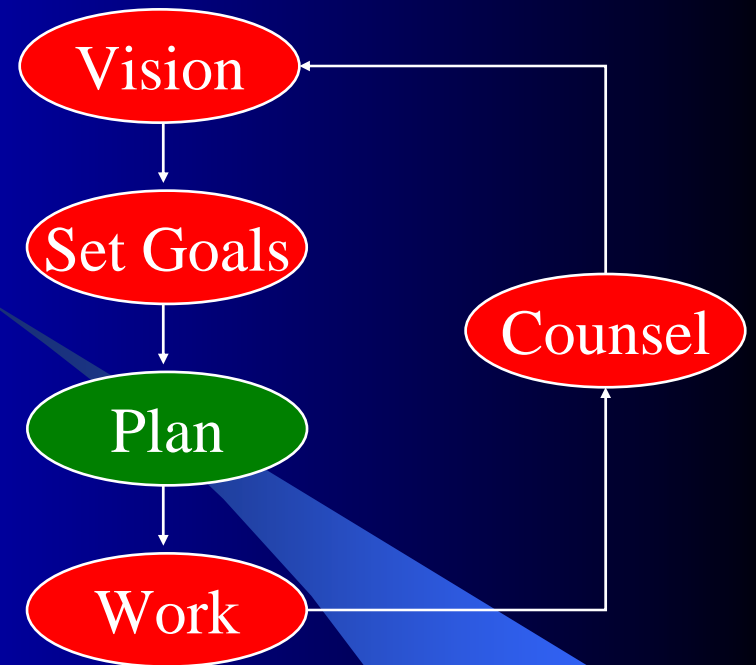
# Goal Setting Is a Discipline

- Specific
- Written
- Set in stone
- Measurable
- Realistic
- Provides motivation
- Aligned with priorities and values
- Prominent
- For a specific time period



# Game Planning

- Set in sand
- Drives the prioritization of tasks
- Developed at the macro, mini and micro levels
- Best when preceded by effective thinking

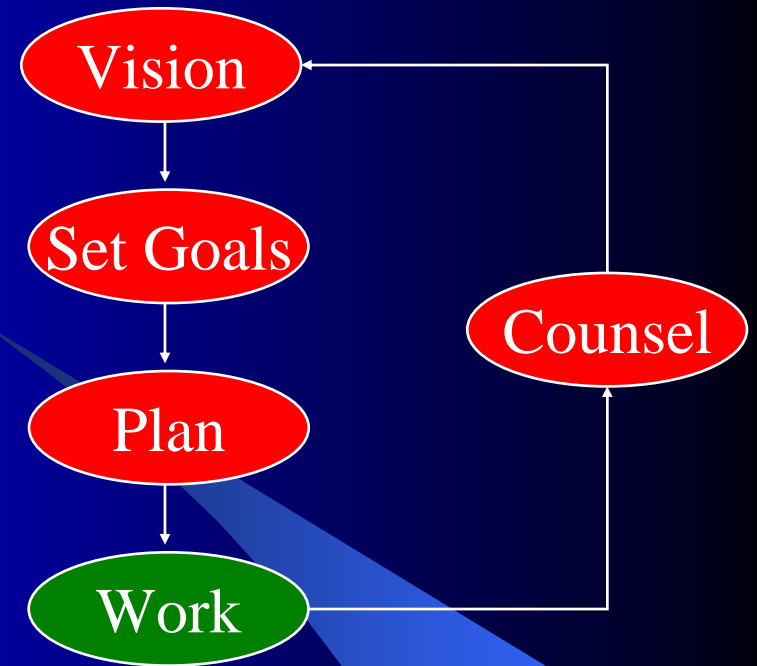


Hunger is the 'why'  
Goal is the 'what'  
Planning is the 'how'

# Working

Daily actions of a leader produces effectiveness

- Casting the vision
- Leading by example
- Demonstrating a high work ethic
- Taking responsibility
- Orchestrating and aligning resources
- Solving problems and removing obstacles
- Searching for opportunities
- Being consistent

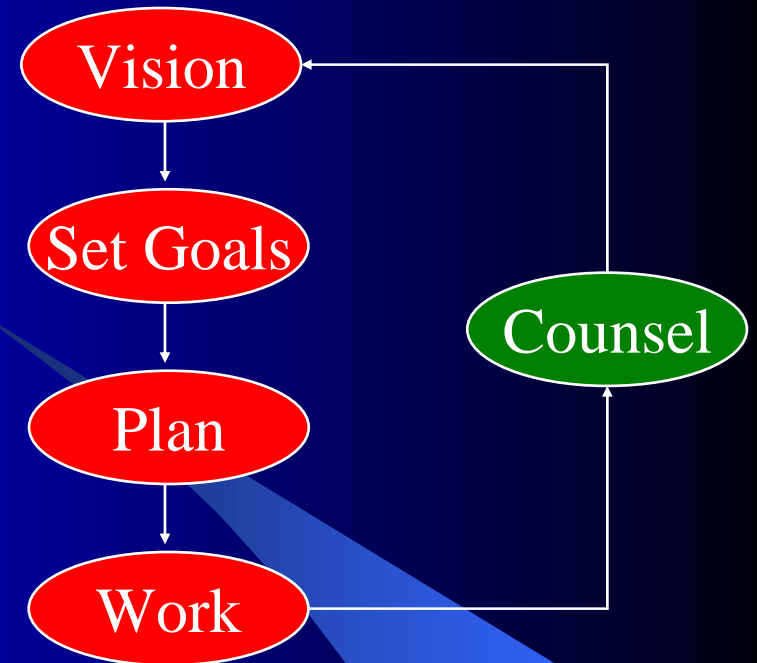


- Maintaining focus
- Staying persistent
- Striving ahead of the group
- Giving praise and recognition
- Providing guidance and course correction



# Seeking Counsel

- Learn
- Gain perspective
- Make mid-course corrections
- Receive feedback
- Accept accountability for performance
- Grow personally
- Earn respect



# Mel Fisher - “Today’s the Day!”

- Example of the Cycle of Achievement
- Discovered the Atocha
- Set a clear vision
- Set daily clear and specific goals
- Developed an effective game plan
- Did the work with positive attitude
- Befriended experienced treasure salvors



# How a Leader Grows Personally



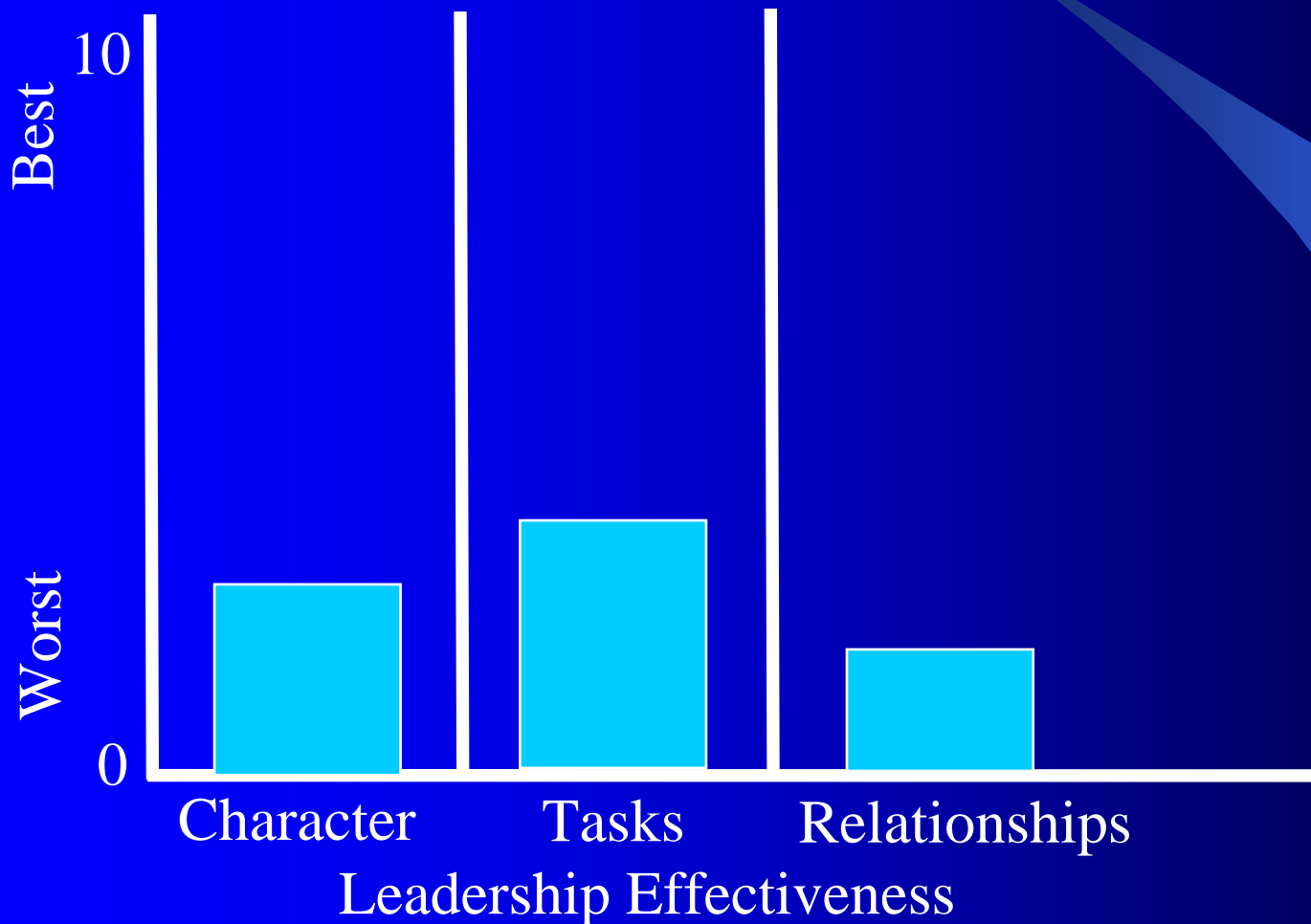
# Growth

- Growth is not optional
- Growth occurs in two major categories
  - Personal growth (Internal)
  - Influence with others (External)

Internal victories precede external victories

# Internal Growth – Self Assessment

## Trilateral Leadership Ledger





# Character

- Honesty
- Integrity
- Values
- Faith
- Humble
- Patience with others
- Discipline
- Self-mastery



**LEADERSHIP**

Depends on what your definition of leadership is

Personal Discipline to Managing Oneself

# Tasks

- Acceptance of Responsibility
- Work Ethic
- Availability
- Willingness to Invest Time
- Tenacity
- Perseverance
- Execution

Having a 'sense of mission'



# Relationships – Ability to Get Along and Form Lasting Bonds

- Accepting people
- Approving people
- Appreciating people
- Seeing the good in people
- Encouraging people
- Caring for, and about, people
- Putting others first
- Seeking win-win arrangements
- Helping people accomplish tasks
- Living the “Golden Rule”

Winning Friends and Influencing People

# Self Assessment Exercise

Trilateral Leadership Ledger

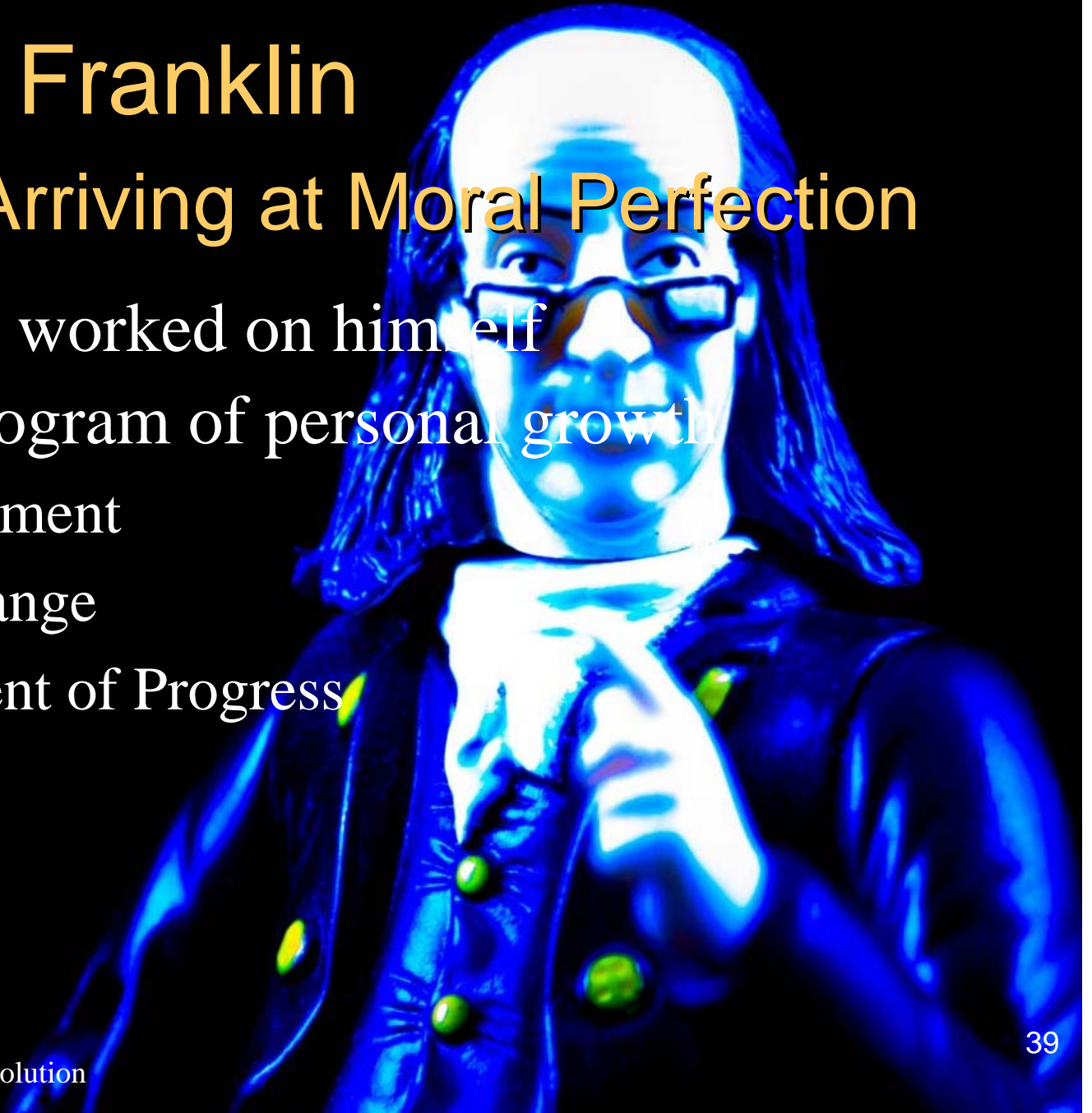


Launching A Leadership Revolution

# Benjamin Franklin

## – Arriving at Moral Perfection

- Consistently worked on himself
- Created a program of personal growth
  - Self Assessment
  - Willful Change
  - Measurement of Progress
- 13 Virtues



# Thirteen Virtues of Franklin

**Temperance** - moderation in food & drink

**Silence** - mentioning only important matters

**Order** - proper organization of time and space

**Resolution** - accomplishing one's responsibilities

**Fragility** - purchasing only worthwhile items and wasting nothing

**Industry** - making the most of one's time and energy

**Sincerity** - being honest and forthright

**Justice** - practicing impartiality and refusing to wrong others

**Moderation** - avoiding extremes

**Cleanliness** - using good hygiene under sanitary conditions

**Tranquility** - remaining calm and composed despite life's obstacles

**Chastity** - refusing to allow sex to interfere with one's life

**Humility** - avoiding excess pride and haughtiness

# Leadership Seminar Contents

- What a leader is
- What a leader brings
- What a leader does
- How a leader grows personally
- How a leader grows in influence – 5 levels
  - Learning
  - Performing
  - Leading
  - Developing leaders
  - Developing leaders who develop leaders
- Conclusion



**You are here**

# How a Leader Grows in Influence

# Five Levels of Influence



# The Five Levels of Influence

- Progressive Leadership
  - Expanding Influence
  - Deliberate Process
  - Grow the Leader
- Various Levels of Leadership
  - Maxwell: *Developing the Leader Within You*
  - Collins: *Good to Great*



# Learning



Launching A Leadership Revolution



Great Leaders are Great Learners

# Art of Learning

- Must be a top priority – Very Important/Urgent
- Must have a great attitude about learning
- Learn from everyone – everyone is your superior in some way
- Best education comes from those who have results or “fruit on the tree”

Everyday – Intentional Focused Study - Habit

# Science of Learning - Actions

- Areas of Learning
  - People (personalities, human relationship skills)
  - Basics
  - Goals & Objectives
  - Processes
  - Measures of Performance
  - Rewards
  - Histories
  - Environment
  - Obstacles and Oppositions

# Science of Learning - Actions

- Methods of Learning
  - Books
  - Audios
  - Videos
  - Association
  - Coaches/Mentors
  - Action
  - Controlling the Flow



# Theodore Roosevelt

- “A Campaign of Self-Transformation”

- Example of a Learner
- Formed habits of reading, learning and inquiring about great achievers
- Intense work ethic
- Sheer determination
- Self Mastery
- Succeeded
- Wrote 38 books

# Performing



Launching A Leadership Revolution



...where accomplishments begin



# The Art of Performing

- Results come through personal effort
- Champions don't start out that way
- There will be many opportunities to feel second-best
- Nothing worthwhile comes easy
- Performers don't expect fair treatment
- There will always be critics
- There will always be strong adversaries
- Breaks will come for those who prepare
- Attitude conquers circumstances
- Desire trumps talent
- Performers can never be satisfied
- There is power in belief

# The Science of Performing

- Work as part of an overall team
- Edify the organization's leadership
- Promote the training system and learning environment
- Follow the proven methods
- Build on their basic strengths
- Initiate activity
- Push to grow and improve
- Become relatable
- Become believable and demonstrate conviction
- Maintain a positive attitude
- Give their best in every situation
- Focus on priorities
- Get results (execute)
- Ignore their press clippings



# Tom Brady

## - From Passed Over to MVP"



- Historical Example of Performing
- Sat on bench for 3 years in college
- 199<sup>th</sup> pick in NFL Draft
- Prepare, prepare, prepare
- Hardest Worker on the team

**“Just give me a chance”**

- 1st Playing Game – WIN
- Superbowl XXXVI – WIN
  - Youngest Ever MVP
- Superbowl XXXVIII – WIN
  - Superbowl MVP
- 21 Consecutive WINS
- Superbowl XXXIX – WIN

# Leading



Launching A Leadership Revolution



Being a Lieutenant is different than  
being a soldier

# The Art of Leading

- Results come through a team effort
- People buy into the leader before anything else
- The importance of finding and developing good people
- Dealing with inadequate resources is common
- Leadership is the limitation
- The impact of their actions on the organizations
- Leadership is about sacrifice
- A leader's job is never done

# The Science of Leading

- Model the way
- Compel individuals to perform
- Coach others
- Become servants
- Operate as field commanders
- Orchestrate activity
- Measure results
- Solve problems
- Reward performance
- Communicate



# George Washington

## - “The Faithful Servant”

A true Soldier's Soldier, Model the way

Leadership requires Sacrifice

Servant Leadership

Orchestrator, Problem-solver

Excellent Communicator

Accepted Responsibility

Cast the Vision of Winning



## Associate with other Leaders



Where could you be right now—or even better, where could you be tomorrow — if you surrounded yourself with a network of positive, like-minded people who truly want you to succeed ?

Your wisdom and income/wealth will be the average of the 5 people around whom you hang most.

# Developing Leaders



Foundational  
Qualities

Learning

Performing

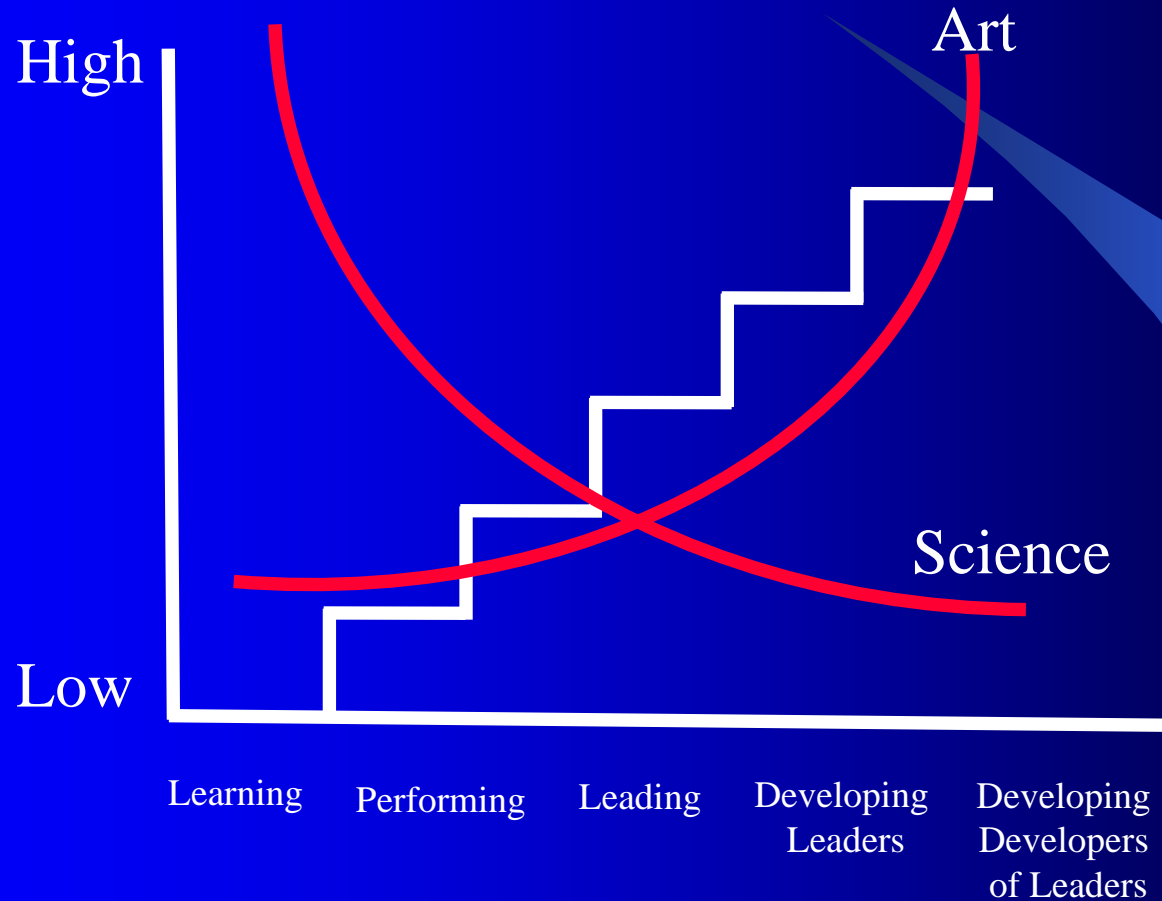
Leading

Developing  
Leaders

Developing  
Developers  
of Leaders

Become a talent scout

# Art Is Greater Than the Science





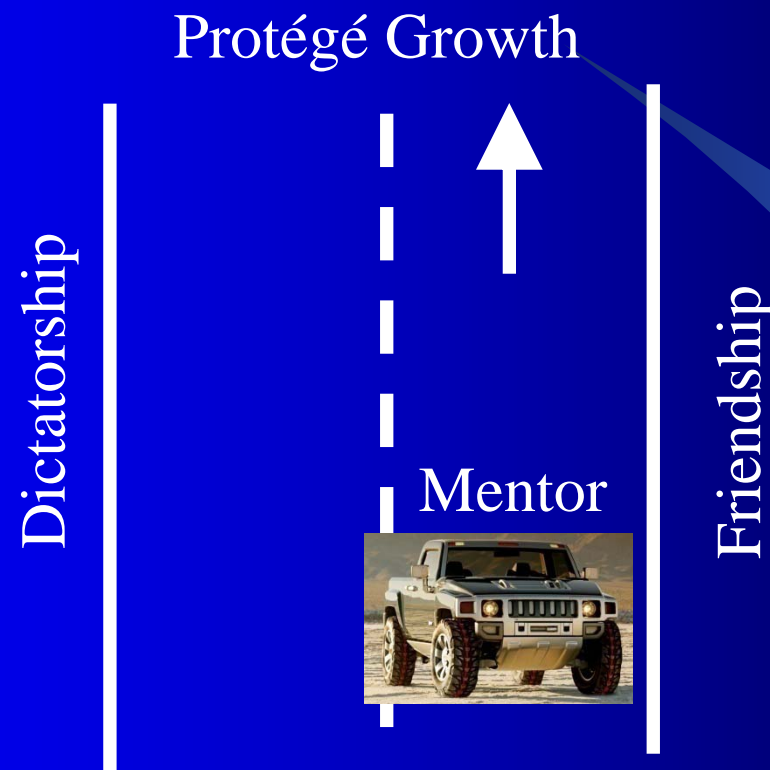
# Art of Developing Leaders

- Results will come through the efforts of other leaders
- The power of duplication
- Leaders have strengths in various areas
- The vision must be big enough for many leaders
- Recognition is the most valuable motivator

# Science of Developing Leaders

- Compel other leaders to get team results
- Become a talent scout
- Empower other leaders
- Learn to mentor

# Mentors Beware



Edicts creates distrust - Familiarity erodes respect

# Talent Scout

- Character
- Influence
- Positive attitude
- Excellent people skills
- Evident gifts
- Proven track record
- Confidence
- Self-discipline
- Effective communicator
- Rebel – discontent with the status quo
- Are smart
- Are tough
- Are self-reliant
- Have a record of achievement
- Love to win
- Activity
- Respect
- Connected relationship
- Attitude
- Relate-ability

What's the bottom line?

# Talent Scout: Bottom-line

**Hungry**  
**Hone-able**  
**Honorable**

# Level 4 Leader Must

- Set the example
- Ask questions
- Builds the relationship
- Affirms the protégé
- Builds the belief
- Builds the vision
- Kills the fear
- Gives confidence
- Keeps the protégé in action
- Reframes the protégé's challenges
- Allows struggle to instruct
- Encourages the protégé
- Spreads contagious enthusiasm
- Teaches the philosophy
- Imparts his thinking (common sense)
- Course corrects and confronts the issues
- Gets the protégé to take responsibility
- Holds the protégé accountable
- Challenges the protégé





# Lord Horatio Nelson

## - “A Band of Brothers”

- Historical Example of Level 4 Leader
- Battle of the Nile, Defeating Napoleon
  - Napoleon’s 1<sup>st</sup> Defeat
- “Without developing other leaders, one is limited to the performance of followers.”
- Empowerment is crucial
- Subordinate Leaders must have freedom to succeed in their own right with their own choices.



# Developing Developers of Leaders

Developing  
Developers  
of Leaders



Launching A Leadership Revolution

# The Art of Level 5

- Results will come through the endurance and succession of the vision
- The vision and the leader are intertwined
  - Martin Luther King, Jr. – “I have a Dream”

*“If a man hasn’t found something he is willing to die for, he isn’t fit to live.”*

~ MLK

# The Science of Level 5

● ...

Almost everything has become art

# Attracting Leaders to the Cause

- Highest Caliber
- By definition – Level 4 Leaders
- Attracted by inner calling to a compelling vision
- Potential of eclipsing your personal glory
- Consensus will rarely be present

Level 5 Leaders refuse to micro-lead

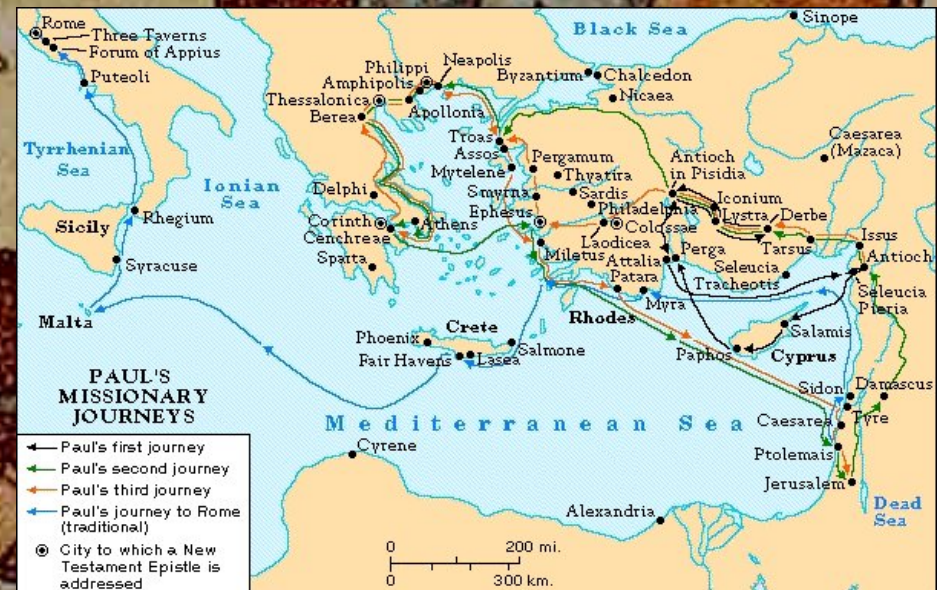


# Apostle Paul

- “Influence of Inestimable Value”

- Historical Example of Level 5 Leader
- Wrote Letters and while traveling taught, instructed, rebuked, counseled, and coached.
- Shared Vision & Cause
- Largest Movements
- Outlasted Generations
- Pinnacle of Leadership
- Very Rare

Launching A Leadership Revolution



# Summary

- What a leader is
- What a leader brings
- What a leader does
- How a leader grows personally
- How a leader grows in influence – 5 levels
  - Learning
  - Performing
  - Leading
  - Developing leaders
  - Developing leaders who develop leaders





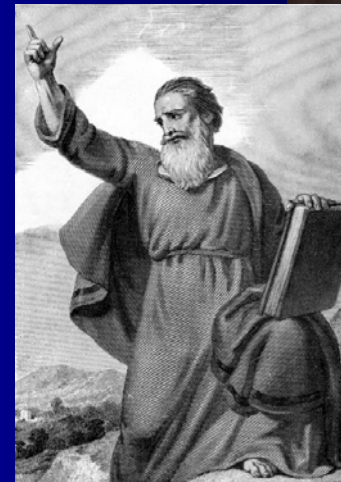
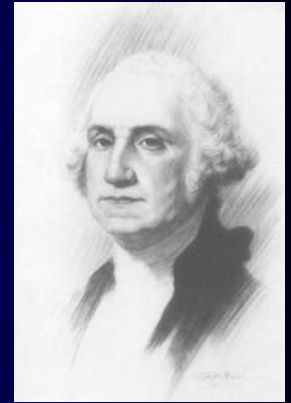
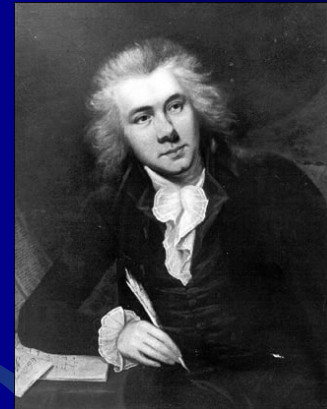
Figure it out for yourself, my lad,  
You've all that the greatest of men have had,  
Two arms, two hands, two legs, two eyes,  
And a brain to use if you would be wise.  
With this equipment they all began,  
So start for the top and say "I can."

Look them over, the wise and great,  
They take their food from a common plate  
And similar knives and forks they use,  
With similar laces they tie their shoes,  
The world considers them brave and smart.  
But you've all they had when they made their start.

You can triumph and come to skill,  
You can be great if only you will,  
You're well equipped for what fight you choose,  
You have legs and arms and a brain to use,  
And the man who has risen, great deeds to do  
Began his life with no more than you.

You are the handicap you must face,  
You are the one who must choose your place,  
You must say where you want to go.  
How much you will study the truth to know,  
God has equipped you for life, But He  
Lets you decide what you want to be.

Courage must come from the soul within,  
The man must furnish the will to win,  
So figure it out for yourself, my lad,  
You were born with all that the great have had,  
With your equipment they all began.  
Get hold of yourself, and say: "I can."



Launching A Leadership Revolution